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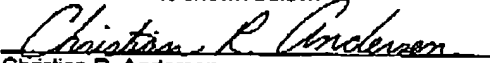
FORMAL SUBMISSION OF:

- 1) Notice of Appeal;
- 2) Pre-Appeal Brief Request; and
- 3) Pre-Appeal Brief.

Title: A METHOD FOR EVALUATING CUSTOMER VALUE TO GUIDE
LOYALTY AND RETENTION PROGRAMS
Serial No. 09/593,118
Filing Date: June 13, 2000
First Named Inventor: James Howard DREW
Atty. No. 99-836 RCE 1

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that the above-referenced documents are facsimile transmitted to the Patent and Trademark Office on the date shown below.


Christian R. Andersen

Date of Transmission: April 7, 2006